

# OFFICE OF SMALL BUSINESS PROGRAMS

## SMALL BUSINESS SUCCESS STORY



From left to right: GSFC Deputy Center Director Arthur "Rick" Obenschain, ADNET CEO Ashok Jha, ADNET Vice President Dr. Rich Isaacman, GSFC Center Director Robert D. Strain at the September 10, 2008, ceremony presenting ADNET's 2008 Goddard Contractor Excellence Award for Small Business.

As a small business, ADNET Systems, Inc. has written a 17-year success story at the National Aeronautics and Space Administration (NASA). Rooted at NASA since 1991, ADNET laid the foundation built on the vision to be a premier information technology (IT), science, and engineering company aligned to the needs of the Agency. From humble beginnings as a subcontractor to Hughes providing software architecture support to winning the 2008 Goddard Contractor Excellence Award, ADNET has grown substantially—but never wavered from its vision.

Since its inception, ADNET has been a trusted NASA contractor and business partner to other contractors, constantly expanding its breadth and depth of services. ADNET initially built a reputation at Goddard Space Flight Center (GSFC) supporting several IT initiatives. Now,

ADNET supports four different NASA Centers: GSFC, Ames Research Center (ARC), Headquarters (HQ) and the NASA Independent Verification & Validation (IV&V) Facility in Fairmont, West Virginia.

Headquartered in Rockville, Maryland, ADNET built a natural relationship with GSFC based on both its proximity to, and knowledge of, the Center. Ashok Jha, ADNET's CEO and cofounder, leveraged his years of engineering experience as a former NASA GSFC civil servant to provide both value and customer service to his former colleagues. Through years of proven support and established relationships, ADNET's reputation grew at GSFC.

ADNET's success was forged through years of NASA proven performance. Jha built the company slowly and organically, without outside capital or loans. That organic growth fostered a corporate culture focused on strong relationships with customers and partners, customer service, technical excellence, and employee retention. This measured approach led to successful partnerships and contracts, increased recognition and awards, and a loyal employee base building towards goals set forth at the company's debut.

"From the beginning, success was measured by achieving goals that enhanced our credentials to go after bigger opportunities with each new year," said Jha. "Over the course of 14 or 15 years, we kept building on our experience, building our horizons, building our core team."

In 2006, ADNET was awarded the \$221M Sciences and Exploration Data Analysis II (SESDA II) contract at GSFC. This premier contract aligned perfectly to ADNET's vision: supporting NASA through IT, science, and engineering services. In two years of performance, ADNET has earned performance ratings of 93, 95, and 95, demonstrating a blend of technical, business, and cost excellence while managing large subcontractors.

ADNET's successes at GSFC and at the NASA IV&V Facility demonstrated that it was ready for the challenges of SESDA II. By establishing and maintaining relationships

with large companies like Hughes, CSC, Wyle, Raytheon, and Honeywell on several contracts, ADNET learned how to work with, and manage, large contractors.

From its early days supporting the Minority University-Space Interdisciplinary Network (MU-SPIN) contract — among others, ADNET recognized the value was not in the contract itself, it was in the relationships formed and the experience gained. Now, ADNET supports GSFC's Code 600 (SESDA II), the Office of Human Capital Management (OHC), and the NASA Center for Computational Sciences (NCCS).

At the IV&V Facility, a 14-year customer, ADNET's technical support includes help desk, system and database administration, IT security, Web development, network administration, videoconferencing, and telecommunications. Additionally, ADNET manages NASA IV&V Security Configuration and Control Board operations and provides NASA and WVU with recommendations based on facility requirements, return on investment, and impacts on operations and maintenance activities.

In 2007, the company began its support of ARC on the NASA Supercomputing Support Services (NS3) contract as a subcontractor to CSC. Our support encompasses scientific computer systems, engineering data analysis and visualization systems, new technology development, software application development and implementation, and computer system management.

"NASA has played such a critical role in our growth as a small business," said Jha. "From humble beginnings as an 8(a) company to Goddard Small Business Excellence winner, ADNET constantly evolved by finding the right leaders and personnel to develop solutions that meet growing technical requirements under tighter budgetary constraints. Earning accolades is the first challenge as a small business; maintaining the standards to keep the accolades coming is the welcome challenge that accompanies it."

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## SBS SPOTLIGHT



### LARRY THIRD

SMALL BUSINESS SPECIALIST  
Kennedy Space Center

I was born in Anniston, Alabama, attended local schools, and graduated from Saks High School in 1969. I met a young lady in 1974 that I fell in love with and later married. Ramona and I recently celebrated our 34th wedding anniversary, have three grown children and six

grandchildren. I enjoy working on projects around the house with my wife, genealogy, and playing with the grandchildren.

My career in the Federal Government began when I enlisted in the Air Force in 1975. While in the military, I received training as a contract specialist. In 1982, I applied for a civil service temporary position in contracting at Patrick Air Force Base (PAFB), Florida. I was selected for the position and started work in October; I was selected for a permanent position in October of 1984. During my career at PAFB, I had the good fortune to gain a broad range of experience with various levels of responsibility. I served as a contract specialist, supervisory contract specialist, procurement analyst, and supervisory procurement analyst. Positions I have held include Chief of Systems (2nd level supervisor), procurement analyst in the Contract Review and Pricing office, team lead (1st level supervisor) for the Installation Support Flight, and contracting officer for the Instrumentation Radar and Support Program (IRSP). While employed at PAFB, I decided to take advantage of the GI Bill and

finished my college degree. I received a bachelor of science in business administration from Rollins College in 1986.

A colleague informed me in March 2000 of several contract specialist positions being advertised for Kennedy Space Center (KSC). I didn't know much about KSC, but it sounded interesting. I submitted an application and was fortunate to be offered a position. During the next few years, I served as a contracting officer on several major contracts, provided pricing support on a source board, and as a procurement analyst in the Acquisition Management Office. In February of 2006, I was offered the opportunity to work in the Central Industry Assistance Office at KSC. Having never worked in a small business office environment, I was intrigued. The idea of speaking to groups about NASA's Small Business Program, and providing counseling to companies wishing to do business with NASA appealed to me. Needless to say, I accepted the challenge and thoroughly enjoy working in the small business office.

I have over 31 years in the Federal Government, all but three in the contracting/procurement field.

What I like best about working in the small business office is counseling new companies wishing to do business with NASA. The sincere appreciation for the guidance and information received is heartwarming.

There are numerous issues facing small business in today's environment. I would have to say that the single most significant issue facing small business today would have to be the extent of competition. In today's economy, large businesses are competing for some of the smaller unrestricted acquisitions.

# OFFICE OF SMALL BUSINESS PROGRAMS



## AA's CORNER

I write this edition's AA's Corner with very mixed feelings. I have a very heavy heart due to the loss of Mr. Thomas May during this quarter. He was such a strong advocate for the entire small business community and a good friend. He and I shared a special bond, and he will be greatly missed.

At the same time, I am very proud of the Agency's Small Business Program as we review the accomplishments of fiscal year (FY) 2008. During FY 2008, four NASA Centers met or exceeded all of their prime small business contracting goals. I would like to recognize and thank the Center senior management teams; the program, technical, and contracting communities; and the small business specialists at Dryden Flight Research Center, Glenn Research Center, Johnson Space Center, and Langley Research Center for their great accomplishment. I would also like to note that Ames Research Center, Kennedy Space Center, and Marshall Space Flight Center met or exceeded four of the five prime small business contracting goals; and I strongly believe they will succeed in meeting them all this fiscal year. These remarkable achievements lead me to believe that NASA will, for the second straight year, exceed the Agency prime small business goal after failing to meet it for the previous six years.

Finally, I would like to recognize Marshall Space Flight Center for sponsoring a mentor-protégé agreement between SAIC and Oakwood University, the Agency's first mentor-protégé agreement between one of our large prime contractors and a Historically Black Colleges and Universities (HBCU). NASA hopes that this will be the first of many of agreements between our large industry partners and the Nation's Minority Institutions as we move forward with the Vision for Space Exploration.

### GLENN A. DELGADO

ASSISTANT ADMINISTRATOR

NASA OFFICE OF SMALL BUSINESS PROGRAMS



## NEW OSBP EMPLOYEES

Please join OSBP in welcoming **RICHARD MANN** and **DANA JONES** to our office.

Richard Mann is the newest member of the OSBP team. Richard joins the team after being the Center Small Business Specialist and a Contracting Officer at the Stennis Space Center. Prior to his work at Stennis he also worked at the Defense Energy Support Center at Ft. Belvoir, VA, and for the U.S. Agency for International Development in Washington, DC. Richards' vast experience and knowledge of both Contracting and Small Business will be a great asset to the team.

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# SMALL BUSINESS GRAMS



## MR. THOMAS H. MAY

Mr. Thomas H. May served as the Manager of the Business Opportunities Office and Supplier Diversity Program at the Jet Propulsion Laboratory (JPL) in Pasadena, California.

For over 30 years, Mr. May dedicated his career to the advocacy of small business utilization. He began working as an Administrator under what was the JPL "Contractor Capabilities Office." Because of his strong work ethic and undeniable commitment, he was quickly promoted in 1978 to Manager of the now JPL Business Opportunities Office and Supplier Diversity Program.

As the lead Small Business Specialist at JPL, Mr. May's primary goal was to increase dollars awarded to small businesses through highlighting opportunities at NASA/JPL, make opportunities accessible to the small business community, lobby for higher small business subcontracting goals, and increase the number of small business set-asides.

Mr. May and the JPL Business Opportunities Office have gained a reputation for passion and excellence in small business advocacy. Mr. May is sought out by the Nation's leading aerospace, science, and engineering firms to provide insight on issues pertaining to supplier diversity and small business subcontracting.

Mr. May's dedicated efforts have helped to enhance the small business community's acquaintance with NASA's mission and relevant subcontracting opportunities. His efforts have also helped to impact Agency-wide socioeconomic goals. These outreach efforts have resulted in an increase of subcontracting opportunities to the small business community. From fiscal years 2000-2007 the Laboratory made purchases of more than \$2.0 billion from small business, \$754 million from small-disadvantaged businesses, and \$331 million from women-owned businesses. JPL met and exceeded socioeconomic goals for small, small-disadvantaged, and women-owned business for the last two fiscal years.

Today, JPL has one of the most dynamic small business programs in the Nation. Mr. May's major goal was to increase the maximum number of procurement actions and dollars awarded to small businesses annually. The Laboratory has received numerous awards for its success in meeting and exceeding socioeconomic goals. JPL has been awarded the distinguished U.S. Small Business Administration's Dwight D. Eisenhower Award for Excellence in R&D (2003, 1996, and 2008), and the NASA Group Achievement Award for Small Disadvantaged Business Subcontracting (1996).

Mr. May's professional excellence and leadership has been recognized and commended by the U.S. Small Business

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## THE NEW NASA MENTOR-PROTÉGÉ PROGRAM

The NASA Mentor-Protégé Program (M-PP) was first established on March 24, 1995, to match small business protégés with large business mentors who would provide training to the protégé in return for credit on their NASA subcontracting plan. The original program was open to Small Disadvantaged Businesses (SDB), Woman-Owned Small Businesses (WOSB), and Historically Black Colleges and Universities (HBCU).

After an extensive study, NASA's Office of Small Business Programs reinstituted a new M-PP in January 2008. The new Center-focused program aims to enhance the capabilities of protégés and facilitate the long-term business relationships with mentor contractors.

The new M-PP will expand the categories of eligible small businesses to also include, in

addition to SDBs, WOSBs, and HBCUs; Veteran-Owned Small Businesses (VOSB), Historically Underutilized Business Zone (HUBZone) businesses and Small Business Innovative Research (SBIR) Phase II companies.

For SBIR Phase II companies, this is the first opportunity for a generic small business to participate in the program. In addition, SBIR Phase II companies will be the only category to participate in the new Award Fee Pilot Program, which allows the mentor firm to earn an award fee for meeting contractual requirements on the mentor protégé agreement.

The expansion of the program, along with the Award Fee Pilot Program will be ready by the next mentor protégé agreement submission date of May 15, 2009. If you have any questions about the program, please contact Ms. Dana Jones at 202-358-0491.

## TRIBUTE TO MR. THOMAS H. MAY



It is with deep regret that we inform you that our dear friend and colleague, Tom May, passed away Monday, January 12, 2009. Tom served as the Manager of the Jet Propulsion Laboratory (JPL) Business Opportunities Office and Supplier Diversity Program for over 30 years. A passionate advocate for small business, Tom played a key role in making JPL a leader in small business utilization and supplier diversity.

Not only was Tom a dynamic leader in his position at JPL, he was also known as a mentor and friend to many of us here at the Lab. Tom always had an open door, a listening ear, and a helping hand to lend to those around him.

Tom will be truly missed by his JPL family and by family and friends across the Nation. However, we can all be grateful and rejoice in his legacy of success, generosity, and kindness.

On behalf of the Business Opportunities Office and the May family, we thank you for the outpouring of love and support.

**MARTIN RAMIREZ**, Acting Manager  
JPL Business Opportunities Office

# IMPORTANT DATES TO REMEMBER

## New OSBP Employees (continued from page 2)



Dana Jones is a contractor who has recently joined the team as a Program Analyst. Dana will be providing support to the Mentor-Protégé Program (M-PP) and will serve as the primary point of contact for related questions and information regarding the M-PP. She will also be processing mentor applications and M-PP agreements as they are endorsed and received from other Centers.

If you have questions or concerns about the M-PP, please call Dana Jones at (202) 358-0491.

## Mr. Thomas H. May (continued from page 3)

Administration for exemplary service as a Procurement Advocate, Prime Contract Advocate (2003), Lifetime Achievement Award Recipient (2003), the Minority Business & Professionals Network's Fifty Influential Minorities in Business (2006). Most recently, Mr. May was awarded the 2007 U.S. SBA Legacy Award, and the NASA Exceptional Service Medal. This was his second Exceptional Service Medal Award with the first having been awarded in 1985.

Mr. May frequently quoted Robert Frost: "I took the road less traveled by, and that has made all the difference" and believed that small businesses are a powerful economic force in the United States. His mantra and ongoing action for the personnel of JPL and the Business Opportunities Office was, "We mean business for small business."

Mr. May earned a B.S. degree in business administration and an M.B.A from the University of Southern California (USC) with an emphasis in entrepreneur and venture management. He was a United States Air Force Veteran, having served from 1964-1968.

## 21st Annual NASA/JPL High-Tech Conference

March 3-4, 2009

Westin Hotel LAX

Web site: <http://acquisition.jpl.nasa.gov/boo/default.htm>

## NASA Small Business Training at Marshall Space Flight Center

April 7-8, 2009

Internal NASA meeting

## OSDBU Procurement Conference

April 22, 2009

Dulles Expo Center North Hall

Chantilly, Virginia

Web site: [www.osdbu.gov](http://www.osdbu.gov)

## NASA SBS Council and FY 2010 SBIP Meetings at Langley Research Center

July 12-17, 2009

Internal NASA meeting

## 5th Annual National Veteran Small Business Conference & Expo

July 20-24, 2009

Las Vegas, Nevada

Web site: <http://www.nationalveteransconference.com>

**For more OSBP calendar dates, visit our Web site at <http://www.osbp.nasa.gov/>.**

## SUCCESS STORY SUBMISSION SCHEDULE:

### DEADLINE

January 31st

April 30th

July 31st

October 31st

### PUBLISHED

March

June

September

December

## OSBP WEB SITE:

The improved NASA Office of Small Business Programs Web site is up and proving successful in helping individuals and companies to navigate small business policy, procedure, and best practices at NASA.

The purpose of the Web site, [www.osbp.nasa.gov](http://www.osbp.nasa.gov), is to share the vision of the Small Business Program at NASA, as well as provide pertinent information on how to do business with NASA.

## TO SUBMIT AN ARTICLE:

THE OFFICE OF SMALL BUSINESS PROGRAMS (OSBP) NEWSLETTER IS THE QUARTERLY ELECTRONIC PUBLICATION OF THE NASA OSBP.

OSBP welcomes articles and opinion pieces that are directed to advocates of small businesses. These articles are printed as space is available and should be approximately 500-750 words in length. Articles that were printed elsewhere cannot be reprinted in the OSBP Newsletter without written permission from the original printing source. Submissions will be edited as necessary.

Do you have a small business success story that could inspire small business collaboration and advocacy? If so, tell us about it. Send your "success story" to [smallbusiness@nasa.gov](mailto:smallbusiness@nasa.gov).

## THE OSBP STAFF:

THE OSBP OFFICE IS A TEAM COMMITTED TO PROVIDING EXCELLENCE IN SERVICE AND INFORMATION TO THE SMALL BUSINESS COMMUNITY.

**GLENN A. DELGADO**, Assistant Administrator  
**ELEANOR N. CHIOGIOJI**, Program Manager

**DAVID B. GROVE**, Program Manager

**RICHARD MANN**, Program Manager

**NAEEMAH A. LEE**, Executive Assistant

**DANA JONES**, Program Analyst (Contractor)

**TRUPHELIA M. PARKER**, Editor/Scheduler (Contractor)

**TABI TEPFER**, Program Analyst (Contractor)

## FY09 NASA Agency Prime Goals vs Actual Percentages AS OF DECEMBER 31, 2008

CATEGORY	DOLLARS
Total Dollars	\$ 3, 191, 006, 739
Small Business	\$ 321, 550, 838
SDB	\$ 183, 222, 719
8(a)	\$ 90, 980, 931
HUBZone	\$ 8, 419, 700
WOSB	\$ 54, 646, 465
SDVOB	\$ 33, 379, 502

